

GAU 2761

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant: BROOK LANG
Title: "METHOD OF LOCALIZED NETWORK MARKETING"
Serial No: 09/327,107
Filing Date: 06/07/99
Attorney Docket No: LANB 101
Date: September 1, 1999

Box: Patent Applications
COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, DC 20231

INFORMATION DISCLOSURE STATEMENT UNDER 37 CFR 1.97

In compliance with Applicant's and his attorney's duty of disclosure under 37 CFR 1.56, the Applicant does hereby submit the following Information Disclosure Statement, Form PTO - 1449, and copies of the references listed thereon.

A patent search was manually conducted for the invention described in the above referenced patent application. In the course of the search, no patents were found for an apparatus that has the same structural features or that operates in the same manner such as the invention listed above. The following eight (8) patents, however, were noted as being of interest and are hereby brought to the Examiner's attention as references AA - AH. The significance of each listed reference is as follows:

1 AA. U. S. Patent no. 5,854,897 (Radziewicz) discloses a communications
2 marketing system that allows a client station accessing a computer network through a
3 Network Service Provider (NSP) to receive advertisements whenever the connection path
4 between the client station and the NSP is idle.

5 AB. U. S. Patent No. 5,848,397 (Marsh et al.) discloses a method and apparatus for
6 scheduling the presentation of a continuously changing display to computer users that is
7 particularly well-suited for use in an advertisement-supported e-mail service.

8 AC. U. S. Patent No. 5,737,619 (Judson) discloses a computer program product
9 and method of browsing the World Wide Web of the Internet using a client's personal
10 computer supporting a graphical user interface and an Internet browser. The method locally
11 stores, retrieves and outputs information objects to reduce the waiting time normally
12 associated with the download.

13 AD. U. S. Patent No. 5,724,424 (Gifford) discloses a complete system for the
14 purchasing of goods or information over a computer network. In response to user inquiries,
15 buyer computers retrieve and display digital advertisements from merchant computers.
16 Buyer computers include a means to purchase the product described in the advertisements.

17 AE. U. S. Patent 5,717,860 (Graber et al.) discloses a method and apparatus for
18 tracking the navigation path of a user that has been directed to a second site on the Wold
19 Wide Web (WWW) from a first sited on the WWW.

20 AF. U. S. Patent 5,717,374 (Smith) discloses methods and apparatus for inputting
21 messages and other information, such as advertisements, to a vehicle while the vehicle is
22 connected to a local station, such as a recharging station or refueling station. The messages
23 can be selected in accordance with information received from the vehicle.

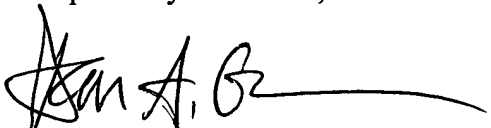
1 AG. U. S. Patent 5,572,643 (Judson) discloses a method of browsing the
2 Worldwide Web of the Internet using an HTML-compliant client supporting a graphical user
3 interface and a browser which displays informational messages to the computer user during
4 linking.

5 AH. U. S. Patent 5,451,839 (Rappaport et al.) discloses a portable real-time
6 monitoring system for field testing and troubleshooting a cellular telephone network, paging
7 network, or mobile radio system which employs a user-friendly interface between a user and
8 a scanning radio receiver which displays, monitors and stores parameters related to real-time
9 performance.

10 The Applicant and his attorney submit that the above cited references taken alone or
11 in combination neither anticipate nor render obvious the present invention. None of the
12 references disclose or claim a method of marketing to users of an electronic device connected
13 via a wireless connection to a wide area network comprised of the following steps: (1)
14 identifying an electronic device connected to a wide area network; (2) determining the
15 physical location of the electronic device; (3) creating a user file containing the identity and
16 physical location information of the electronic device; (4) selecting advertising material to be
17 transmitted to the electronic device over the wide area network, based upon the identity and
18 physical location information in the user file; and (5) transmitting the advertising material to
19 the electronic device over the wide area network. The listed references relate only to the
20 general field of the disclosure and do not constitute an admission that the references are
21 relevant or material to the claims; they are cited only as constituting the closest art of which
22 the applicant and the attorney are aware.

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Respectfully submitted,



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CERTIFICATE OF MAILING BY FIRST CLASS MAIL (37 CFR 1.8).Applicant(s): **BROOK LANG**

Docket No.

LANG 101

Serial No.

09/327,107

Filing Date

06/09/99

Examiner

Group Art Unit

2761Invention: **METHOD OF LOCALIZED NETWORK MARKETING****RECEIVED****SEP 13 1999****GROUP 2700**I hereby certify that this **Information Disclosure Document***(Identify type of correspondence)*

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Assistant Commissioner for Patents, Washington, D.C. 20231 on

September 1, 1999*(Date)***Lisbet Johnson***(Typed or Printed Name of Person Mailing Correspondence)*A handwritten signature of Lisbet Johnson in cursive script.
*(Signature of Person Mailing Correspondence)***Note: Each paper must have its own certificate of mailing.**